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FALL 2015 A campaign publication for our leadership donors

INSPIRING IMPACT



Photo by Augustas Dirzgalvis for US Holocaust Memorial Museum.

ABOVE: Howard Unger traveled to Poland in January 2015 as part of the Museum's delegation to commemorate the 70th anniversary of the liberation of Auschwitz-Birkenau.

A MESSAGE FROM NATIONAL CAMPAIGN CO-CHAIR HOWARD UNGER

Taking a Hard Look at What's at Stake

Dear friends, in the span of 10 months, I participated in two Museum delegations: to Rwanda to mark the 20th anniversary of the Rwandan genocide and then to Poland to commemorate the 70th anniversary of the liberation of Auschwitz. Standing in a death camp my father survived, I kept thinking how many more anniversaries will need to be commemorated before the world not just learns but *acts* on the lessons of the Holocaust?

One of its great lessons for us today is that technological progress is not the same as moral progress. I can be anywhere in the world, and on my cell phone, look at digital copies of the documents that Museum researchers recently sent me.

Pages and pages of documentation meticulously track my father's struggle to survive numerous ghettos, camps, and a death march before being liberated from Dachau—the only member of his family who survived. It's obscene that even with this evidence—*proof that I can hold in my hands*—deniers are exploiting the very same technology to spread their lies.

The challenge is how do we put the truth into the hands of new generations no matter where they live on this planet—especially those susceptible to propaganda and hate? And, of course, the bigger questions: What's at stake if we don't? What's the cost over time to the very legitimacy of the Holocaust?

We must never let the world forget what was *allowed to happen* to Europe's Jews—or cease doing whatever we can to prevent future genocides. That's why our support of this campaign is so crucial.

Using new technologies, the Museum is building a permanent platform that will take the stories of the Holocaust and subsequent genocides to every corner of the globe to inspire people to act. It will be a game-changer, and given today's challenges, that's exactly what we need.

Howard Unger

IN THIS ISSUE **GIVING MATTERS** Amy and Andrew Cohn: Shaping Tomorrow's Global Citizens ■ The William Konar Family: An Enduring Commitment to Holocaust Education **SPOTLIGHT** Building the Globally Accessible Collection of Record on the Holocaust ■ Digitizing the Collections: A Conversation with John Swanson **CAMPAIGN UPDATE** The David and Fela Shapell Family Collections and Conservation Center ■ Mid-Atlantic Next Gen Board Event ■ The Malkin Family: Passing the Torch

SHAPING TOMORROW'S GLOBAL CITIZENS

Amy and Andrew Cohn

Phoenix, Arizona

"Through the prism of this history, and the way the Museum makes it part of your DNA, it creates a foundation for great citizenship and concern for the world,"

explained Andrew Cohn. "The Museum not only does a great job of humanizing what could be viewed as the worst brutality humankind has ever perpetrated but puts it into a context relevant to today's issues."

Amy Cohn recently returned from a Museum trip to Austria and Hungary. "Visiting countries where these atrocities occurred, I was struck by the enormous differences in how they view their pasts," observed Amy.

"In Hungary, it was very clear that they were trying to rewrite their history. We saw the opposite in Austria, where there seemed to be a deep sense of responsibility to make sure that Holocaust history is being taught truthfully, and they look to this Museum for guidance," Amy continued. "Yet in both countries, the influence of and high regard for the United States Holocaust Memorial Museum was evident. This speaks volumes about the bigger role this institution has to play."

The Cohns have recently become members of the Leadership Circle—the Museum's society recognizing annual gifts of \$25,000 and above. They chose to make an unrestricted gift. "There is an evolution within any organization," explained Andrew. "Our job is to enable the institution's responsiveness—to let the professionals do what they need to do. The level of excellence that the Museum performs at is something I've never seen in an organization."

"We had no family directly affected by the Holocaust. Originally we got involved with the Museum following the lead of our dear friends Bill and Susan Levine," said Amy. "We had no idea what an important part of our lives it would become." Amy has recently assumed the leadership of the Museum's Annual Fund to share her passion for the Museum with others. "The more I immerse myself and gain a deeper understanding of what the Museum needs, what it is doing, I want to get the message out there."



ABOVE [from left]: The late William Konar was one of five Holocaust survivors and Museum founders profiled in the April 1998 issue of FORTUNE magazine. His son Howard Konar, chair of the Education Committee of the Museum's governing Council, spoke at the April 2015 dedication of the William Levine Family Institute for Holocaust Education.

AN ENDURING COMMITMENT TO HOLOCAUST EDUCATION

The William Konar Family

Rochester, New York

Like all Holocaust survivors, William Konar never ceased to be amazed that a Museum devoted to the story of his past would stand forever on America's National Mall.

One of the Museum's earliest leaders and most generous supporters, there was little he wouldn't do to advance the Museum's mission. "My father was humble. He only agreed to do the interview for *Fortune* magazine because he thought it was an article about the Museum," explained his son Howard Konar. "He never really discussed his past with us, so when the article was published, it was the first time we learned the details of his survival."

Born in Radom, Poland, William was only 12 years old when the Germans occupied the city. By war's end, he had lost most of his family, and in 1946, 16-year-old William was in a group of orphans brought to the United States. He was sent to Rochester, New York, and never left. From there, he raised his family, built two successful

businesses, and became a national leader in business and philanthropy.

"It took tremendous will and intelligence to conquer all odds to rebuild a successful life like my father did," continued Howard.

In 2008, following in his father's footsteps, Howard was appointed to the Museum's governing Council.

Howard's passion is education, and he sees education in everything the Museum does. That's why in 2008 the family created the *William Konar Fund* to provide ongoing endowment and annual support for the Museum's educational mission. "We make our annual gift unrestricted because we understand the benefit of unrestricted funds—it's the lifeblood of the Museum," said Howard.

Howard currently serves as chair of the Council's Education Committee at what Sarah Ogilvie, the Museum's chief program officer, defines as a pivotal moment for the Museum and Holocaust education.

"The tremendous change in how young people learn and how people consume information requires reimagining how you create and deliver accessible content," explained Ogilvie. "It requires developing

new models that maintain excellence in teaching while exponentially increasing our reach. We are fortunate to have in Howard a partner who understands the challenges and opportunities ahead."

The Konar family recently made a \$5 million gift to the new Collections and Conservation Center. "Being so involved, I see the enormous impact of how the Museum uses its collection to educate, which is the critical foundation of expanding its global digital impact," explained Howard. "There was no hesitation on the part of anyone in our family to make this gift in my father's honor in recognition of this project's importance."

"The idea of naming the atrium, open to the sky, is a great memorial to him. He was passionate in his love for this country and the freedom it represents."

"We understand the benefit of unrestricted funds—it's the lifeblood of the Museum." Howard Konar

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"We came to learn the history of the Holocaust, but its lessons for the future unfolded before our eyes."

Amy Cohn, National Chair of the Museum's Annual Fund



Photo by Andreas Meyer for US Holocaust Memorial Museum

ABOVE: On September 4, 2015, a crowd of more than a thousand refugees walk from Budapest, Hungary, toward the Austrian border, many hoping to gain asylum in Germany.



RIGHT: Amy Cohn views rare documents at the National Archive of Hungary. FAR RIGHT: Amy and Andrew Cohn.



Building the Globally Accessible Collection of Record on the Holocaust

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Record Type

Document	9,463
Film	4,921
Names Source	32,079
Object	14,725
Oral History	65,950
Photograph	31,069
Publication	91,951

Digital Resource

Image	36,647
Scanned Document	181
Sound Recording	3,761
Video Recording	9,421
Finding Aid	1,110
Oral History Transcript	2,198
Oral History Other Material	1,040

Language

Subject

UNITED STATES HOLOCAUST MEMORIAL MUSEUM

Publication: Publication

Oral History: Oral History

Film: Film

Document: Document

Object: Object

Photograph: Photograph

Names Source: Names Source

ABOVE: The Museum's Collections Search tool allows users anywhere in the world to search across collections and media by topic.

Last year [Collections Search](#) was accessed 500,000 times, with users coming from more than 200 countries including Brazil, China, Egypt, Iran, Pakistan, Russia, and Turkey.

The Holocaust was a global event, and we must be able to tell the story from every perspective.

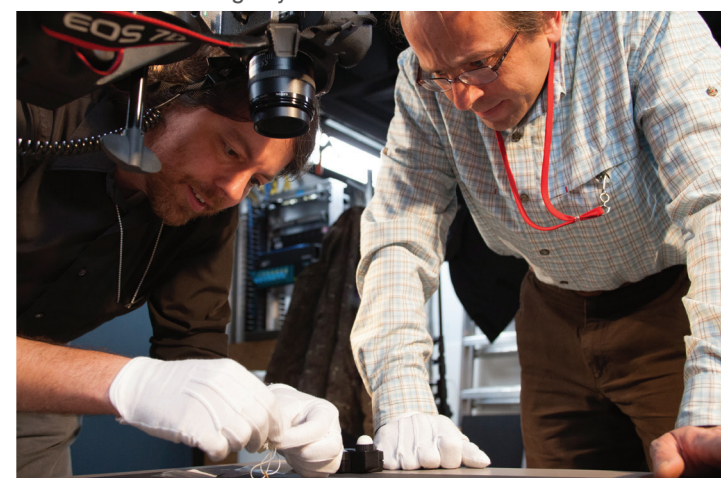
Despite what we've collected so far, the majority of materials are still out there. That's why the Museum is accelerating its race to collect the evidence while we still can, in an effort spanning 50 countries on 6 continents. Building the collection of record to ensure the relevance of the Holocaust for posterity is like a three-legged stool—it requires constantly balancing acquisition, access, and preservation.

Intensifying our acquisition effort means investing in additional curators to hunt down the evidence. And with our collection expected to double in size over the next decade, it requires more skilled technicians to properly process the acquisitions and additional experts to preserve fragile deteriorating objects, to catalog the collections so they are searchable, and to digitize for preservation and accessibility.

"Our philosophy is simple—what's ours belongs to the world," explained Director of Collections Michael Grunberger. "This informs our work as we take advantage of the innovative and rapidly changing opportunities available to make our collections accessible globally through the Internet, social media, and mobile."



BELOW: Digitization is a time- and cost-intensive process. Currently, less than 20% of the collection is available digitally.



"The Museum and I share the same goal: to protect the evidence of the Holocaust. For me, the priority has been what's most at risk and how do we protect it." John Swanson



ABOVE: John and Janet Swanson generously supported the digital reformatting and preservation of more than 7,000 hours of at-risk video, audio, and film materials on the Holocaust. LEFT: A Museum film archivist assesses the condition of a new acquisition.

Digitizing the Collections: A Conversation with John Swanson

Why is digitizing the Museum's vast collection a priority for you?

JS: The Museum and I share the same goal: to protect the evidence of the Holocaust. For me, the priority has been what's most at risk and how do we protect it. If you have a solid object that is only in one place and something happens, it's gone. A digital record can be duplicated in multiple places, so you have much more security. Plus, you don't have to be where the object is to access it; you can be anywhere in the world. Putting it out there is the icing on the cake. It's a great benefit, but our intention is to preserve.

You focused your first grant on digitizing endangered oral history testimony and film footage. Why?

JS: I asked the Museum, "What's in most danger—where should we start?" And that's why we started with the audio and video tapes that were physically degrading. And now, we're digitizing the paper materials. Eventually everything—even solid objects—needs to be digitized.

What fascinates you about this behind-the-scenes, meticulous process?

JS: I'm an engineer—we work in the background, we're enablers. We do what needs to be done to support what's out front. That's exactly what this digitization project is.

With less than 20 percent of the Museum collection digitized to date, are you concerned with the amount that remains at risk?

JS: It's up to the Museum to continue to prioritize and make sure that the most fragile, most at-risk materials are at the front of the line. And it's up to the Museum's donors who understand the priority nature of this project to look at that list and say, "I can do that one...that's important to me."

IMPACT THAT IS HARD TO MEASURE

"I don't know who to reach out to, but thank you for your work on the interview with my grandfather. He passed away a couple of months ago, and I found his interview on this site. Just to hear his voice brings tears to my eyes." Collections Search user

Preserving Holocaust memory in our interconnected world demands expanded access to the evidence.

Without a fully accessible collection of record, there are significant barriers to global awareness and understanding; Holocaust education and research will become stagnant. "Our institution is unique in that our goal is to remove all barriers to access," continued Grunberger. "Just one example is our participation in a European-sponsored online portal dedicated to advancing research on the Holocaust. The portal provides access to some 18,000 Holocaust-related collection entries from 1,000 organizations worldwide. More than half of the entries—53 percent—were contributed by the Museum."

Digitization is key for the preservation of and universal access to the content of the collection of record on the Holocaust—the crucial foundation of the digital-learning platform the Museum is building to engage a 21st-century global audience. Digitizing the bulk of the collection is a multiyear effort that will require a massive investment, estimated to be approximately \$25 million over the next decade.

"But as we saw with the project we completed with the Swansons' support," summarized Grunberger, "digitization begins a snowball effect toward increased usage and engagement that is critical for the future."

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DAVID AND FELA SHAPELL FAMILY Collections and Conservation Center Progress

“It’s so exciting to see all the activity underway after so many months of intensive planning. Because this Center will permanently house the evidence of the Holocaust, the project requires extremely complex systems to assure the Collection’s preservation and security.”

Michael Zisk, Museum architect

ABOVE: Construction of the new world-class Collections and Conservation Center got underway this summer. The Center is scheduled to open in 2017. *Watch a video about the Shapell Center.*



RAISING FUNDS FOR THE COLLECTIONS CENTER Mid-Atlantic Next Gen Board Event

“Looking at these photos, I’m flooded with memories of another part of my life. I’m donating these fragments of my family’s history to the Museum because I want what happened to my family to be remembered forever in the hope that it never happens again.”

Marlyse Kennedy, Holocaust survivor

RIGHT AND BELOW: During the September event, Marlyse donated her family treasures, including this photo of her father, who was a judge in Germany prior to the war, shown with other members of the court, and the Iron Cross he was awarded in the mid-1930s for his WWI service.



“It was an honor to have Marlyse in our home to share the stories of her precious objects. It put the importance of this project into a very personal context. We could not be more proud that our sons stepped forward to contribute.”

Lori and Martin Weinstein,
Next Gen Board Co-Chairs

For more information on how you can join this historic effort, please call Allison Lurey, campaign director, at 202.488.0435, e-mail alurey@ushmm.org, or visit ushmm.org/shapellcenter.



LEFT: The Weinsteins' sons, Max and Ethan, with proud father Martin. The twins were so inspired by Marlyse, they became the evening's youngest donors, giving their bar mitzvah money toward building the Center. ■ THE EVENT RAISED OVER \$80,000 FOR THE CENTER.

Recent Gifts

The Museum is grateful to our supporters who have made outright gifts of \$100,000 or more between April 21, 2015, and September 21, 2015.

Gifts of \$1,000,000 and Above

Maltz Family Foundation
Cleveland, OH
\$3 million gift to the Collections and Conservation Center

Amy and Mort Friedkin
San Francisco, CA
\$1 million gift to the Endowment

Gifts of \$500,000 and Above

The Crown Family
Chicago, IL
\$300,000 gift to the Collection;
\$200,000 gift to the Annual Fund

* Deceased

Laurie and Sy Sternberg
New York, NY
\$500,000 gift to the Americans and the Holocaust Initiative

Gifts of \$100,000 and Above

Susie and Michael Gelman
Bethesda, MD
\$250,000 gift to the Collections and Conservation Center; \$75,000 gift to the Bringing the Lessons Home Program

Alice and Robert* Abt
Riverwoods, IL
\$300,000 gift to the Annual Fund

Thomas Cronk and Kathryn Engelhardt-Cronk
Austin, TX
\$200,000 gift to the Endowment;
\$50,000 gift to the Collections and Conservation Center

Estate of Magda Margolis
New York, NY
\$250,000 gift to the Annual Fund

The Malkin Family
Chicago, IL
\$250,000 gift to the Collections and Conservation Center

The Wilf Family Foundation
New York, NY
\$250,000 gift to the Collections and Conservation Center

Schwarz Foundation
Mountainside, NJ
\$125,000 gift to the Americans and the Holocaust Initiative; \$75,000 gift to the Collections and Conservation Center

Ellen and Gerry Sigal
Washington, DC
\$200,000 gift to the Collections and Conservation Center

Robert G. Spiro, MD,* and Mary Jane Spiro
Sudbury, MA
\$150,000 gift to the Mandel Center for the Robert G. Spiro, MD Endowment Fund

Amy and Andrew Cohn
Scottsdale, AZ
\$125,000 gift to the Annual Fund

Sandra and Michael Perlow
Chicago, IL
\$105,165 gift to the Annual Fund

The Reva and David Logan Foundation
Chicago, IL
\$105,000 gift to the Law Enforcement and Society: Lessons of the Holocaust Program

The Ryna and Melvin Cohen Family Foundation
Chevy Chase, MD
\$100,000 gift to the Annual Fund

Christine and Todd Fisher
New York, NY
\$100,000 gift to the Annual Fund

Bill and Sybil Klein
Colorado Springs, CO
\$100,000 gift to the Annual Fund

The Albert B. and Audrey G. Ratner Family Foundation
Cleveland, OH
\$100,000 gift to the Annual Fund

The Unger Family
New York, NY
\$100,000 gift to the Annual Fund

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ABOVE: During her summer internship at the Levine Institute for Holocaust Education, Clara worked on the First Person program. "Working closely with Holocaust survivors changed me in so many ways," said Clara.

The Malkin Family: Passing the Torch

"The first time I heard my grandfather speak so passionately about the Museum...it turned something on in me."

Clara Malkin was a seventh grader when she visited the Museum for the first time with her grandfather on Chicago's first Grandparents Mission. "I remember going through *Daniel's Story*, writing my thoughts in a little notebook," explained Clara. Her grandfather, Judd Malkin, one of six original Chicago chairs who led what became the most successful community fundraising campaign to build the Museum, was leading the mission. "My grandpa talked about when the Museum was just a big hole in the ground—and how it had exceeded all his expectations."

"It was the first time I heard him speak so passionately about the Museum. Honestly, it turned something on in me." When he was taking her younger cousin on the next mission, Clara asked to go. "On that trip my grandpa got emotional when he stood up to speak and asked me to continue for him."

I didn't have to struggle at all to articulate how important it was to be there. That's when I realized how important the Museum was to me too. And like him, I wanted to apply my passion to make a difference."

Today, Clara is a senior at Tulane University with a dual major in political science and Jewish studies. A recent internship at the Museum, in many ways, redefined how she views its impact. "No matter where visitors are on the spectrum of understanding this history when they walk in, it touches them. But what was surprising to me was the Museum's enormous reach and impact beyond its walls."

"Elie Wiesel talks about the Museum as a 'living memorial'—it's not just about remembering, it's taking action. I worked in the *Some Were Neighbors* exhibit. The Holocaust is such a stark example of when evil takes over, anything you can do as an individual is a responsibility."

SAVE THE DATE
Days of Remembrance
MAY 3-5, 2016
Washington, DC

“The Holocaust is such a stark example of when evil takes over, anything you can do as an individual is a responsibility.” Clara Malkin

Legacy of Light Guardians

Commemorative Publication

DEADLINE FOR INCLUSION: *March 1, 2016*

Make safeguarding truth your personal legacy through a deferred or outright gift to the Museum's endowment, and let us recognize your enduring commitment in this beautiful commemorative publication.

LEARN MORE Contact George E. Hellman, JD, Director of Planned Giving and Endowments, at 202.488.6591 or e-mail ghellman@ushmm.org.



Learn more about ways to support the Campaign for the United States Holocaust Memorial Museum:

Visit ushmm.org/campaign

Call 202.488.0435

E-mail campaign@ushmm.org

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THE CAMPAIGN FOR THE UNITED STATES HOLOCAUST MEMORIAL MUSEUM

You can help keep Holocaust memory alive.
VISIT ushmm.org/campaign to learn more.

